

Virtual Investor Conference Case



Virtual investor conference drives record-breaking attendance numbers.



Creating an engaging virtual experience.

When the pandemic prevented the hosting of any large-scale in-person events, companies across the globe were faced with finding an alternative method for communicating and engaging with the investment community. For many, including a California-based REIT, this meant leveraging virtual meeting technology.

The goal was to communicate vital information while creating an event that provided a seamless user experience that was customized to each attendee, while still capturing the essence of an in-person event.

The virtual event teams at Q4 have experience with creating and delivering bespoke large-scale virtual events for the capital markets industry. Our team helped to deliver a multi-day virtual event that delivered the same level of value to each individual attendee, helping drive record-breaking attendance.

“For our event, we wanted to make it as simple as possible in terms of user experience. We had a lot of information that needed to be communicated, but we wanted to do it in a way that didn’t take up too much of someone’s time each day because we knew we would be competing with other meetings.”

“We connected with Q4 and walked through the type of experience we were looking to provide. They showed us that they were capable of helping us create a virtual event that met our expectations.”

The virtual conference: delivering a valuable and personalized experience.

The personalized and immersive virtual experience was hosted over the duration of three days and included:

1. Personalized event lobby pages

Each attendee was presented with their own personalized experience, which included a unique landing page for each attendee with a customized agenda track based on what they were invested in and other interests. The page also included a link to join the live stream sessions as well as information on the speakers. Together, the page provided attendees with an easy-to-navigate experience that allowed them to quickly find, watch, and participate in the sessions that mattered the most to them.

2. All access live stream and fireside chat sessions

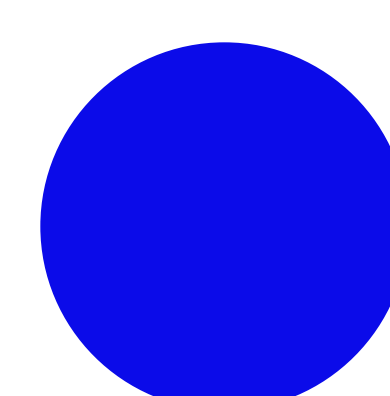
In order to hold the interest of attendees, there was a variety in the types of sessions offered, which included one-to-many live stream presentations on the main “stage” and fireside chat sessions to facilitate smaller group discussions. Presentations from the remote speakers included a combination of live video and slides, and attendees were able to submit questions through a Q&A feature, which was moderated by members of the California-based REIT’s team.

3. A valuable on-demand digital asset

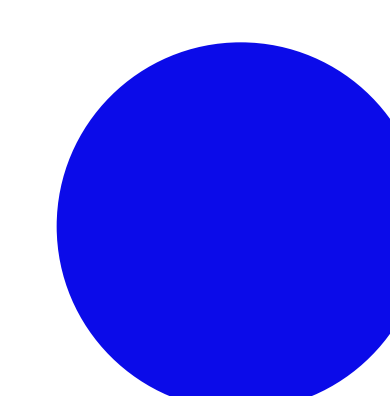
Recording the event made it possible to share the conference with any fund managers or key contacts who were not able to attend live.

The recording and associated assets were also added to the company’s website, allowing new or prospective investors to watch professionally recorded videos on-demand and learn more about the company.

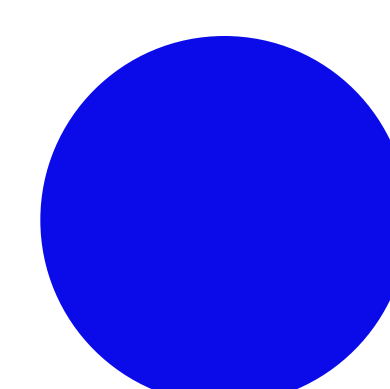
The data collected in the back-end reveals who is watching the recording, enabling the team to proactively reach out to provide more information about the company.



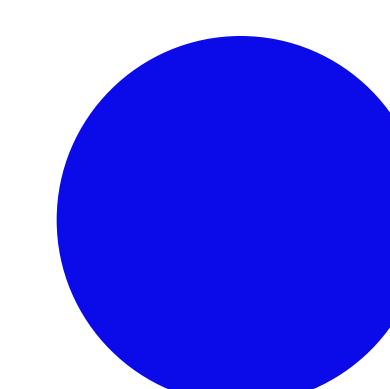
Live all access session



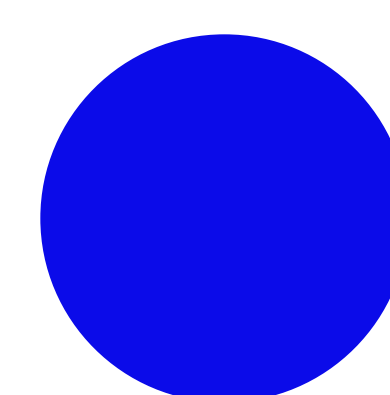
Speaker highlights and bios



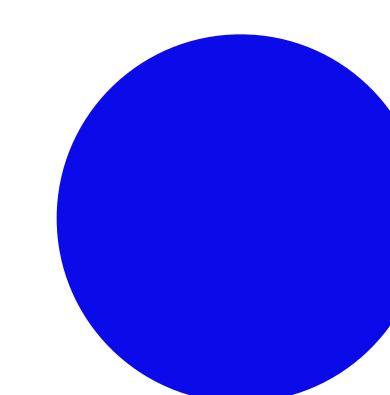
Custom sessions tracks



Live all access session



Remove or add session to agenda



Export Agenda

The end result exceeded expectations

When the decision was made to host the conference virtually, it was anticipated that there would be an increase in attendees given the additional hurdle of traveling to the event was eliminated. Not only was there an increase in attendance, but it exceeded expectations by reaching more than 100 attendees total over the duration of the conference.



We looked at the number of attendees as well as the number of different organizations that those attendees were representing and how that compared to prior years. In both cases, we exceeded expectations.



Learn how Q4 can assist in creating your unique large-scale virtual conference experience by visiting [our website](#).



Q4 Investor Relations Platform

About Q4 Inc.

Q4 Inc. is the world's leading IR Ops platform, designed to unify and simplify the complex workflows between public companies and the investment community. Supporting more than 2,600 global brands, over 50% of the S&P 500, the AI-enabled Q4 Platform combines the largest amount of proprietary investor data with behavioral intelligence—helping C-suite executives and investor relations teams attract the right capital and drive premium valuations.

By unifying the entire IR lifecycle into a single, AI-enabled ecosystem, Q4 streamlines the core pillars of the profession: delivering earnings, sustaining a corporate narrative, managing guidance and analysts, and targeting investors with precision. From investor websites and virtual events to IR CRM, stock surveillance, and consensus management, Q4 provides a comprehensive suite of solutions that empowers IR teams to manage every touchpoint of their investor strategy.

Headquartered in Toronto, with a presence in New York, India, San Francisco, Boston, Mexico and London, Q4 is committed to providing the secure and compliant infrastructure that modern IR teams demand.

Learn more at www.q4inc.com.

 q4inc.com
 (877) 426-7829
 sales@q4inc.com
 [q4-inc](https://www.linkedin.com/company/q4-inc)